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September 14, 2005

**TO:** Executive Committee, Transportation Authority of Marin

**RE:** TAM Website Concepts – Agenda Item 3

Dear Commissioners:

At the August 10, 2005 meeting, the Executive Committee reviewed and approved the structure for a new TAM website. CirclePoint has developed a design concept that supports the approved structure. The concept incorporates the new TAM look & feel and is designed to be attractive, function well, and create a user-friendly resource for information on TAM, its projects and programs. A live presentation of the concept will be provided at the meeting.

In addition, the Executive Committee expressed interest in reviewing the County of Marin webcasting and posting of agendas/documents for Board of Supervisors meetings. Jerry Kay of Media Interchange, consultant to the County of Marin, will attend the meeting and provide a live presentation at the meeting. The Board of Supervisors chambers have been wired for webcasting, and Media Interchange charges the County \$240/meeting for the video services. There would also be additional staff time needed to upload agendas and documents in advance of meetings, and to link the specific agenda items on the web page to the item during the progress of meetings. Should TAM decide to discontinue use of the Board of Supervisors chambers as part of the TAM office search process, an investment in wiring for webcasting would be required in the new location.

**Recommendation**

Staff recommends that the TAM Executive Committee:

1. Review the design concept presented by CirclePoint
2. Approve the website design concept
3. Direct staff to proceed with plans to program the website
4. Review the webcasting opportunities and determine if it should be included in the TAM webpage.

Respectfully Submitted,

Dianne Steinhauser  
Executive Director

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